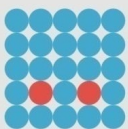




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Program Pascasarjana Manajemen dan Bisnis  
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## ABSTRACT

### **Analysis on the Farming System Diversification of Cassiavera's Farmer and the Marketing of Cassiavera in Nagari Malalak IV Koto Subdistrict, Agam District, West Sumatra Province**

*This study aims at analyzing the Cassiavera farming system implemented by farmers, analyzing the diversification of farming system implemented by the farmer, and analyzing the Cassiavera marketing starting from the farmer to the exporter. The method used in the study was descriptive method with survey. The selection for location was purposive, while the sample taking was conducted in snow ball. The analytical tools used were R/C ratio analysis, multiple regression analysis, marketing margin analysis, farmer' share, and market integrity.*

*The result of sensitivity analysis showed that apparently the Cassiavera farming system was not profitable since the NPV, IRR and Net B/C was negative. The impact of the low price of Cassiavera was that the farmers faced financial losses so they transferred to various ventures, i.e. the cow fattening and the farming systems of leek, small chili and curly chili.*

*The factors influencing the price were real i.e. quality and marketing institution, while the amount and the payment method were not influential. In the marketing analysis, there were two marketing channels, i.e.: 1). Farmer – Subdistrict Collector Trader – City Trader – Exporter and 2). Farmer – District Collector Trader – Exporter. The marketing margin of the first channel was higher than the second channel, while the farmer' share of the first channel was lower than the second channel. From the analysis on market integrity, the market was not integrated. It was necessary to focus on the processing and marketing of Cassiavera, the price information, and the expectation of overseas consumers from the farmers.*

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